Localize.city using AI to enhance New York City listings

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New York, NY According to Localize.city, the AI-powered website, Artificial Intelligence is being used by real estate brokers to support their clients' home-buying decisions. Integrated directly into the broker's websites, customers can now find Localize.city's insights about every available listing.

"Localize.city will provide our members with unprecedented transparency and insights into the real estate market–allowing them to deliver an even higher level of service to their clients" said Stefan Martinovic, director product management and innovation at REBNY.

Localize.city's proprietary AI will improve tens of thousands of listings city-wide, with some of the top real estate technology providers and brokerages integrating Localize.city's technology into their websites through the company's embeddable "Insight Engine."

New partners include Nestio, RealtyMX, LG Fairmont, Oxford Property Group, and Igluu. With this, home buyers and renters will benefit from an unprecedented wealth of knowledge generated for every property listing.

"This is a watershed moment for Artificial Intelligence. Recently AI has entered our lives in fun and interesting ways: we can chat with Alexa, enjoy recommendations from Netflix, and have Google organize our photos, yet this revolutionary technology hasn't helped us decide where to live, until now." said Steven Kalifowitz, President of Localize.city. "This endorsement from real estate brokers in the city synonymous with real estate, proves that AI can also be applied to support the largest financial decision most people will ever make."

Using its AI-based insight engine, Localize.city gathers and analyzes data from thousands of public, commercial, and proprietary databases to draw conclusions about every home in the five boroughs. These are presented in easy-to-understand terms, paired with visually stunning maps. The team who built the Insight Engine is comprised of over 100 people, including algorithm developers, data scientists, GIS experts, urban planners, economists, and appraisers.

Nestio, a company that provides the most complete marketing and leasing management solution for residential landlords and brokers, will offer Localize.city's embeddable Insight Engine to its broad client roster, which collectively manages over 2.5M multi-family units city-wide. They are joined by RealtyMX, a complete management system for real estate brokers and agents, which will also now supply Localize.city's complex AI to its ever-growing industry client base.

"As the largest developer of real estate websites in NYC, RealtyMX is excited to bring the power of Localize.city's embeddable Insight Engine to hundreds of our clients' websites" said David Elgrabli, CEO of RealtyMX "With over 250,000 page views per month, we expect many home buyers and renters to benefit from our partnership."

Localize.city gives renters and buyers a real-time view of critical information for every home: it flags nearby construction sites, park improvement plans, dangerous intersections, the availability of amenities, and much more. Dog lovers can know if there are dog-friendly parks, cyclists can know the bikeability of the neighborhood, parents will get a range of information from school evaluations to whether the nearby subway station has an elevator for their stroller. This is just a small sample of the wealth of knowledge Localize.city provides; as every home in NYC has a unique story.

LG Fairmont, a boutique real estate brokerage dedicated to improving agent success, has also partnered with Localize.city to enhance the firm's listings with in-depth information on livability and more. "Localize.city's insights are a game changer in making transactions more transparent," said Judah Fried of LG Fairmont. "My goal is to eliminate buyer's remorse, and partnering with Localize.city to leverage their cutting-edge AI is helping us to exceed our clients' expectations."

Oxford Property Group, one of the fastest-growing real estate firms in New York City, with over 400+ agents and an expanding geographical footprint, is also partnering with Localize.city. "We've always embraced technology that delivers great customer experiences," said Adam Mahfouda, President and CEO of Oxford Property Group. "Integrating Localize.city's easy-to-understand insights to our website was an obvious opportunity to further enhance the superior customer experience we offer."

"This is just the beginning" said Andrew Kalish, Head of Strategic Partnerships at Localize.city. "We're focused on working with new partners to share the new knowledge we've created for every home in NYC."